

WBAL-TV
Exhibit 27

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Educational Institution

Activity Classification: _____

Nature of the Activity, Including Date(s):

Catonsville Community College, April 30, 2009

Scope of Station's Participation:

Addressed the Marketing Class, regarding technology and future opportunities in the broadcasting industry.

Station Personnel Involved:

Jordan Wertlieb, President and General Manager

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

Nuñez, Sue M

From: Wertlieb, Jordan M
Sent: Sunday, May 10, 2009 12:09 PM
To: Nuñez, Sue M
Subject: Re: EEO Outreach Activities

I think I have one from Buddy Roogow who is the adjunct professor of the course.

From: Nuñez, Sue M
To: Wertlieb, Jordan M
Sent: Sun May 10 12:08:31 2009
Subject: RE: EEO Outreach Activities

Thanks! If you have a confirmation e-mail from them would you please forward to Wanda so she can put it in the EEO Outreach file with our other confirmations.
Sue

From: Wertlieb, Jordan M
Sent: Sunday, May 10, 2009 12:03 PM
To: Nuñez, Sue M
Subject: Re: EEO Outreach Activities

Details are:

Met with marketing class of Catonsville Community College from 730-10p. 12 students. Discussed the industry with regard to technology and future opportunities.

From: Nuñez, Sue M
To: Wertlieb, Jordan M
Sent: Sun May 10 12:01:36 2009
Subject: RE: EEO Outreach Activities
That's great! Can you give me the details on Monday and I will add in before I send it to Brooks Pierce next week?
Sue

From: Wertlieb, Jordan M
Sent: Sunday, May 10, 2009 12:00 PM
To: Nuñez, Sue M
Subject: Re: EEO Outreach Activities

Good catch. We should add my speaking engagement on 4-30 at CCBC.

From: Nuñez, Sue M
To: Kiernan, Edward C; Wertlieb, Jordan M; Draper, Wanda Q
Sent: Sun May 10 11:59:07 2009
Subject: EEO Outreach Activities

Between TV and Radio, we are doing an exceptional job meeting requirements in most areas. However, in the past 12 months, we've somehow scaled way back on Activity #4 (see below). We needed a minimum of 4, and that's exactly what we got - so we need to beef this effort up going forward. We need more career days and workshops (e.g. mock interviews, teen summit) - but we have to be careful of titling. Some universities call it "career day" but when you read

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Educational Institution

Activity Classification: _____

Nature of the Activity, Including Date(s):

Goucher College Communications Class April 25, 2009

Scope of Station's Participation:

Addressed the Communications Class, regarding careers in broadcast sales and media planning.

Station Personnel Involved:

Katherine Dietrich, Senior Account Executive

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

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16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

SYLLABUS - REVISED
COMMUNICATION 236 MEDIA: MANAGEMENT & CONTENT

Instructor: Gayle V. Economos Phone: (410)437-7483

THIS IS THE ONLY PHONE NUMBER
WHERE I MAY BE REACHED!

Ms. Economos does not have regular office hours, but can easily meet with students before class or on a case by case basis. Please call me at the above number to set up a meeting - usually before class.

EMAIL ME AT geconomo@goucher.edu ONLY WHEN IT IS NOT URGENT!

Office Hours: By appointment Only

WEEKLY SCHEDULE (subject to change)

January 31	Introduction. Management & Leadership. Read B.A. Chapters 1 & 2
February 7	Station set-ups, break structures, TV ratings PROGRAMMING ASSIGNMENT: TV
February 14	SNOW & ICE DAY
February 21	Station set-ups, break structures, TV ratings PROGRAMMING ASSIGNMENT: TV Read B.A. Ch. 5, 10, & 13 ASSIGNMENT: MEDIA BUY
February 28	More ratings Read B.A. Ch. 14 MEDIA BUY DUE
March 7	<u>NO CLASS</u>
March 14	<u>MIDTERM</u> BRING MINI-RATING BOOK AND CALCULATOR!!!
March 21	SPRING BREAK
March 28	Midterm Review PROGRAMMING ASSIGNMENT: RADIO
April 4	Speaker: Jim Dolan, Regional Sales Manager, Comcast Spotlight RADIO PROGRAMMING ASSIGNMENT DUE
April 11	Speaker: Belinda Johnson, Public Affairs Producer/Coordinator WNUV-TV/WBFF-TV (Goucher grad)
April 18	Speaker: Wanda Q. Draper, Director of Programming & Public Affairs, WBAL-TV
April 25	* Speaker: Katherine Dietrich, Account Executive, 98Rock WIYY-FM (Goucher grad) & Emily Barrueco, Media Buyer, MGH Advertising (Goucher grad)
May 2	Speaker: Bill Hopkinson, Director of Sales CBS Radio (WHFS-FM)
May 9	Lessons in Reality and Goal Setting
May 14-18	SCHEDULED FINAL EXAM - Date TBA BRING MINI-RATING BOOK & CALCULATOR

#10 Educational

SYLLABUS - REVISED
COMMUNICATION 236 MEDIA: MANAGEMENT & CONTENT
Instructor: Gayle V. Economos Phone: (410)437-7483

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Ms. Economos does not have regular office hours, but can easily meet with students before class or on a case by case basis. Please call me at the above number to set up a meeting - usually before class.

EMAIL ME AT geconomos@goucher.edu ONLY WHEN IT IS NOT URGENT!
Office Hours: By appointment Only

DESCRIPTION:

This is a course in the BUSINESS of broadcasting. We'll examine in-depth the management, administration, operation and controls of radio & television stations & networks, from the points of view of programming, promotion, sales and news. We'll look at outside agents, such as audience ratings and advertising agencies, and how they influence & determine the choices made by the electronic media. Students will learn how to read radio & TV rating books and to utilize the demographic information in light of news, sales, programming, and promotional applications. Various top level managers, all of them powerful, longtime professionals in "the Business", will be guest speakers and lend us their expertise, providing valuable contacts to those students serious about careers in broadcasting.

EVALUATION: CLASS ATTENDANCE IS MANDATORY

Class discussion & questions	15%
Radio station time chart	5%
Media buys (2x 10%)	20%
Midterm	30%
Scheduled cumulative final	30%

READING:

Every week peruse Advertising Age or www.adage.com
Broadcast Advertising - selected readings

Media Selling – Closed Reserve: Read Chapters 1-3, 16, 26
before April 4. Feel free to read more chapters, if you'd like.

Handouts

BRING YOUR CALCULATOR & MINI-RATING BOOK TO CLASS EVERY DAY!

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Initiative Classification:

10

Nature of the Activity, Including Date(s):

Appearance before Dr. Richard Vatz's Media Criticism class at Towson University, Tuesday, September 21, 2008, Van Bokkelen Hall, 9:30 a.m. to 10:45 a.m.

Scope of Station's Participation:

Spoke about the current state of radio, broadcasting and the media in general and how all have been impacted by the current downturn in the economy. Discussed the WBAL Radio News operation and its standards of excellence. Also discussed employment and internship opportunities at WBAL Radio, WIYY, and WBAL-TV, and the skill set needed to apply for and fill those openings. Also discussed the importance of wbal.com and the role the internet plays for traditional broadcast companies.

Station Personnel Involved:

Mark Miller, News Director

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
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9. Establishment of a mentoring program for station personnel;
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13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

***** DO NOT PUT IN PUBLIC FILE *****



October 21, 2008

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001

t. 410 704-3431
f. 410 704-3656
www.towson.edu/mccs/

Dear Mark:

I just wanted to thank you for lecturing again to my advanced Media Criticism class today

They get so much from your expertise, your association with the hyper-award-winning WBAL Radio, and the fact that you are a Towson alum helps as well.

As you know, I have only 2 regular speakers each term for *all* my classes, and the other one was governor!

Thanks again.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
Towson University
(410) 704-3107

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OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Speaking appearance at Towson University

Initiative Classification:

10

Nature of the Activity, Including Date(s):

March 26, 2009 – speaking appearance before Professor Richard Vatz’s “Media Criticism” class, course 352, at Towson University.

Scope of Station’s Participation:

Spoke about the current state of the broadcasting and journalism industries, convergence, and multi-media platform publishing. Spoke about the skills needed in today’s newsroom, and gave examples of award-winning on air and on line reporting. Also spoke about job opportunities at WBAL-AM, WBAL-TV, and WIYY-FM.

Station Personnel Involved:

Mark Miller, News Director

*Attach all documentation concerning the nature of the activity,
the scope of the station’s participation, and the station personnel involved.*

For “Initiative Classification” use numbers “1” through “13” in accordance with the following:

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***** DO NOT PUT IN PUBLIC FILE *****



March 26, 2009

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001

t. 410 704-3431
f. 410 704-3656
www.towson.edu/mccs/

Dear Mark:

I just wanted to thank you for lecturing again to my advanced
Media Criticism 352 class today

They get so much from your expertise, your association with the
abundant-award-winning WBAL Radio, and the fact that you are a
Towson alum helps as well.

As you know, I have only 2 regular speakers each term for *all*
my classes, and the other one was the former governor!

Thanks again.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
Towson University
(410) 704-3107

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Participation in an event/ program sponsored by a university relating to career opportunities in broadcasting.

Initiative Classification: 10

Nature of the Activity, Including Date(s):

Speaking engagement at Towson University. Spoke to Media Criticism class (352) for Professor Richard Vatz, on November 3, 2009. Call met in Room 204 of Van Bokkelen Hall.

Scope of Station's Participation:

Spoke about the changing state of the broadcasting business and media convergence. Special emphasis on the growing need for digital skills in the workplace. Spoke about over the air broadcasts, webcasts, and websites, along with other digital initiatives. Outlined internship and job opportunities at WBAL-AM, WIYY-FM and WBAL-TV, and the skill sets required for each.

Station Personnel Involved:

Mark Miller, News Director

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

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***** DO NOT PUT IN PUBLIC FILE *****



Nov 3, 2009

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001

t. 410 704-3431
f. 410 704-3656
www.towson.edu/mccs/

Dear Mark:

I just wanted to thank you for lecturing again to my advanced Media Criticism 352 class today

They get so much from your expertise, your association with the abundant-award-winning WBAL Radio, and the fact that you are a Towson alum helps as well. (I cannot see how your being a father helps your speaking, but being a dad has always helped *me*.)

As you know, for years I have had only 2 regular speakers each term for *all* my classes, and the other one is the former governor!

Thanks again.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
(410) 704-3107

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: University Speaking Engagement

Initiative Classification: 10

Nature of the Activity, Including Date(s):

Speaking appearance at Towson University for Professor Richard Vatz's Media Criticism class (course 352) on April 27, 2010, from 8:00am-9:15am. Class held in Van Bokkelen Hall, Room 203.

Scope of Station's Participation:

Discussed the current state of the broadcasting industry and job opportunities existing at WBAL-AM, WIYY-FM and WBAL-TV. Discussed the skills set required for employment, salary ranges, and potential for future advancement at the stations and within the industry in general. Stressed the need for strong on-line and digital publishing skills, and spoke about competition among emerging college graduates entering the broadcasting field.

Station Personnel Involved:

Mark Miller, News Director, WBAL-AM

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the scope of the station's participation, and the station personnel involved.*

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April 27, 2010

Mr. Mark Miller
3800 Hooper Avenue
Baltimore, Md. 21211

Mass Communication and
Communication Studies

Towson University
8000 York Road
Towson, MD 21252-0001
t. 410 704-3431
f. 410 704-3656
www.towson.edu/mccs/

Dear Mark:

I just wanted to thank you for lecturing again to my advanced Media Criticism 352 class this morning.

They get so much from your expertise, your association with the abundant-award-winning WBAL Radio, and the fact that you are a Towson alum helps as well. (Being a relatively new dad probably helps your speaking, but in ways too subtle to list.)

As I have indicated to you previously, for years I have had only 2 regular speakers each term for *all* my classes, and the other one is the former governor (and possible the next governor)!

Thanks again for your excellent contributions to my students' understanding of radio media.

Sincerely,

Richard E. Vatz, Ph.D.
Professor, Communication
University Senate
(410) 704-3107

Miller, Mark S

From: Vatz, Richard [rvatz@towson.edu]
Sent: Tuesday, April 06, 2010 8:19 PM
To: Miller, Mark S
Subject: RE: Invitation

The 27th it is...thanks so much, Mark...again my apologies for any inconvenience...

Rick

Richard E. Vatz, Ph.D.
Towson Distinguished Professor
Towson Student Government Association Faculty Member of the Year, 2009-2010
Professor, MCOM/COMM; University Senate; Towson University
Blogger, [Red Maryland](#)
Thomas Szasz Civil Liberties Award
Associate Psychology Editor, [USA Today Magazine](#); Editor, [Current Psychology](#)
(410) 704-3107

From: Miller, Mark S [msmiller@hearst.com]
Sent: Tuesday, April 06, 2010 7:39 PM
To: Vatz, Richard
Subject: Re: Invitation

How about the 27th?
My wife may be returning from Iraq the week of the 4th

From: Vatz, Richard
To: Miller, Mark S
Sent: Tue Apr 06 09:46:29 2010
Subject: RE: Invitation

Mark, I apologize profusely in advance...is it possible you could speak on April 27 or May 4 instead of the 20th?

Rick

Richard E. Vatz, Ph.D.
Towson Distinguished Professor
Towson Student Government Association Faculty Member of the Year, 2009-2010
Professor, MCOM/COMM; University Senate; Towson University
Blogger, [Red Maryland](#)
Thomas Szasz Civil Liberties Award
Associate Psychology Editor, [USA Today Magazine](#); Editor, [Current Psychology](#)
(410) 704-3107

From: Vatz, Richard
Sent: Thursday, March 11, 2010 12:12 PM
To: 'Miller, Mark S'
Subject: RE: Invitation

April 20 it is...thanks, Mark...you're the first to know the following: on April 29 (soon-to-be candidate) Gov. Ehrlich will be speaking to my 2:00 p.m. class in VB 204.

You and he are the only speakers this term...

Rick

Richard E. Vatz, Ph.D.
Towson Distinguished Professor
Towson Student Government Association Faculty Member of the Year, 2009-2010
Professor, MCOM/COMM; University Senate; Towson University
Blogger, [Red Maryland](#)
Thomas Szasz Civil Liberties Award
Associate Psychology Editor, [USA Today Magazine](#); Editor, [Current Psychology](#)
(410) 704-3107

From: Miller, Mark S [mailto:msmiller@hearst.com]
Sent: Thursday, March 11, 2010 11:50 AM
To: Vatz, Richard
Subject: RE: Invitation

Rick

How about April 20?

Again I have to drop my daughter off at school at Arundel Mills at 7...so if traffic isn't a pain...I should get there right before 8

From: Vatz, Richard [mailto:rvatz@towson.edu]
Sent: Friday, February 19, 2010 1:30 PM
To: Miller, Mark S
Subject: Invitation

Mark...would love to have you speak to my Media Criticism class some Tuesday or Thursday at 8:00 a.m.

Any day in late March (we are off March 14-21) and any day in April but the 15th and 22nd works.

Incidentally, how is Jeff doing? Have you talked to him recently?

Thanks...hope you can make it...

Rick

Richard E. Vatz, Ph.D.
Towson Distinguished Professor
Towson Student Government Association Faculty Member of the Year, 2009-2010
Professor, MCOM/COMM; University Senate; Towson University
Blogger, Red Maryland
Thomas Szasz Civil Liberties Award
Associate Psychology Editor, USA Today Magazine; Editor, Current Psychology
(410) 704-3107

✓

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: **University Speaking Engagement**

Initiative Classification: **10**

Nature of the Activity, Including Date(s):

April 22, 2009 McDaniel College, 6pm. Audio Production class taught by Jim Bigwood

Scope of Station's Participation:

Reporter offered insight on news and feature gathering, along with the writing and producing processes for audio (radio, podcasts, etc.). Also talked about publishing to multiple digital platforms, and the skills required into today's newsroom. Talked about internship and job opportunities available at WBAL-AM, WIYY-FM and WBAL-TV.

Station Personnel Involved:

Scott Wykoff, reporter

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***** DO NOT PUT IN PUBLIC FILE *****

Miller, Mark S

From: Wykoff, William S
Sent: Thursday, April 23, 2009 3:52 PM
To: Miller, Mark S
Subject: FW: Audio Class

FY for your files.

Scott

From: Jim Bigwood [jbigwood@mail.mpt.org]
Sent: Thursday, April 23, 2009 12:32 PM
To: Wykoff, William S
Subject: RE: Audio Class

Scott:

Great job last night. Your presentation was both informative and entertaining. Your professional work is top notch, WBAL is lucky to have you. Thanks again for your time and effort for my class.

Jim

From: Wykoff, William S [SWykoff@hearst.com]
Sent: Wednesday, April 22, 2009 11:35 AM
To: Jim Bigwood
Subject: RE: Audio Class

Jim,

I'll give you a call this afternoon.

If everything works out, maybe we can meet at 5 at Baughers. I'll let you know.

What's the best number to reach you at around 3p?

Scott

From: Jim Bigwood [jbigwood@mail.mpt.org]
Sent: Wednesday, April 22, 2009 11:21 AM
To: Wykoff, William S
Subject: Audio Class

Scott:

Looking forward to seeing you tonight at McDaniel College.

Jim

Jim Bigwood, CEA, CAS

Audio Supervisor

Maryland Public Television

(410) 581-4391

(410) 998-3717 fax

jbigwood@mpt.org

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Miller, Mark S

From: Wykoff, William S
Sent: Thursday, April 23, 2009 3:53 PM
To: Miller, Mark S
Subject: FW: Audio Class

Here's a description of the class I spoke to.

Scott

From: Jim Bigwood [jbigwood@mail.mpt.org]
Sent: Thursday, April 16, 2009 3:43 PM
To: Wykoff, William S
Subject: RE: Audio Class

Scott:

I hope we're still on for my Audio Production Class next Wednesday night (April 22nd) at McDaniel College at 6 PM. There are 12 students in the class.

I would be appreciate it if you would give my class insight on the news and feature gathering, writing and producing process for audio (radio, podcasts, etc.). It's great if you can bring some examples to play for the class. We can play back CD's in class and I can also bring my laptop which can play back MP3's or things from the web if need be.

My MPT office phone is listed below and my cell phone is 410-905-6683 should you need to contact me. If you like we can meet before class at Baugher's restaurant on WMC Drive next to the campus before class. I'll even buy you dinner. Take care.

Jim

Jim Bigwood, CEA, CAS
Audio Supervisor
Maryland Public Television
(410) 581-4391
(410) 998-3717 fax
jbigwood@mpt.org

From: Wykoff, William S [mailto:SWykoff@hearst.com]
Sent: Wednesday, February 25, 2009 5:20 PM
To: Jim Bigwood
Subject: RE: Audio Class

Mark's double checking the date, But right now I think it's a go!

I'll confirm with you next week.

I'm looking forward to meeting with your class!

Scott

From: Jim Bigwood [jbigwood@mail.mpt.org]
Sent: Wednesday, February 25, 2009 2:02 PM
To: Wykoff, William S
Cc: Miller, Mark S
Subject: Audio Class

Scott:

My name is Jim Bigwood and I worked for WBAL Radio from 1978 to 1991 a lot of that time with Mark Miller. Currently, I manage the Audio Department at Maryland Public Television. In addition, I teach a course in Audio Production at McDaniel College in Westminster on Wednesday nights from 6 to 9 PM.

I traded phone messages with Mark a week or so ago to see if he would be willing to come and speak to my class on April 22nd about radio/audio/internet newsgathering and its associated writing and production. Mark suggested I contact you as your experience would be especially enlightening to my students. Please let me know if you would be willing to speak to my class. The best way to reach me is by my cell 410-905-6683.

I appreciate your consideration and look forward to hearing from you.

Jim

Jim Bigwood, CEA, CAS
Audio Supervisor
Maryland Public Television
(410) 581-4391
(410) 998-3717 fax
jbigwood@mpt.org

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4/24/2009

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OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Speaking appearance at George Washington University

Initiative Classification:

10

Nature of the Activity, Including Date(s):

March 23, 2009 -- Hour-long speaking appearance at George Washington University, in the Broadcast Writing and Reporting class at the School of Media and Public Affairs. (12;45pm-2pm) The instructor is Jon Ebinger.

Scope of Station's Participation:

Spoke about the skills required in today's broadcast newsroom, with audio examples played for the class, and internet examples displayed from wbal.com. Also talked about employment opportunities at WBAL-AM, WBAL-TV, and WIYY-FM.

Station Personnel Involved:

Scott Wykoff, anchor / reporter

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

***** DO NOT PUT IN PUBLIC FILE *****

Scott-

It's almost spring, so besides baseball being not far on the horizon, it also means I'm teaching writing at GW, and looking to see if I can wrangle you in for a day to amaze and astound my 16 kids with the work you do, and how smoothly you do it. As with my previous classes, these kids think they get it, but when it comes to doing the work, and doing it well, they're learning that talking about it is a whole different deal than producing it.

The class is the same as last year, broadcast writing and reporting, so the kids would benefit greatly from hearing about what you do, how you do it, and I know it will be revealing for them to hear how quickly you are able to turn spots around. Of course they'll love some name dropping and reference to some of your cool stories, such as covering the polar bear swim from a park bench on the shore of the river, among others.

Would Monday, March 23 work for you. My class is at GWU, the SMPA building, 805 21st Street NW, in room B-01. Same place as always. Class runs from 12:45 to 2pm, and if you could do the first 45 minutes to an hour, that would be just great. And there's a lunch in it for you if you want to meet at noon in the lobby.

On another note, for the past 5 years the RTNDF has been presenting workshops entitled 'News and Terrorism, Communicating in a Crisis.' It has support from the Department of Homeland Security, and is run through the National Academies of Science. We have done 16 workshops in the time, most recently last month in Las Vegas.

I administer this program for the RTNDF, and we are planning to conduct our next workshop in Baltimore at some point this spring, perhaps in mid-April or at some time in May. These programs present a realistic terror scenario that has been customized for the community in which we're presenting the workshop, and then our moderator, typically Aaron Brown, leads a panel of local media and local officials through the situation. The goal is to provide media, public officials, the private sector, and others interested in attending the program, with a sense of how each of these players will respond under this real-time setting. We have an audience of around 100 people, comprised of additional media, PIOs, and others from city, county, and state government, the schools, and anyone else with an interest or curiosity about this.

Plenty of government groups do tabletop exercises, what distinguishes this is that the media is at the table, participating. The workshops are off the record, lending to a great deal more honesty and by the end of the program, some more trust and understanding of what is involved.

I mention all this as we're beginning the Baltimore planning, and would like to find out if we could meet with Mark Miller and some of the folks from your shop during a day later this month when we'll be up in Baltimore scouting and planning. We're available during the afternoon on either Tuesday, February 24th, or Thursday, February 26th. And I'm not talking a long meeting, something between 15 and 30 minutes. We will likely want to ask Mark to be the radio person on our panel for this workshop, so this would be a good time to meet to present some preliminary information.

Hope I can see you in class next month, if not sooner, if you'll be in the office later this month when I'll be up in Baltimore with 2 colleagues from DHS and the National Academies.

Thanks,

Jon Ebinger
RTNDF
1025 F Street, NW
Suite 700
Washington, DC 20004
(202) 467-5250
jon@rtndf.org

Scott-

Thanks again. Really enjoyed having you in with the class. I know they got a lot out of it.

Best,

Jon



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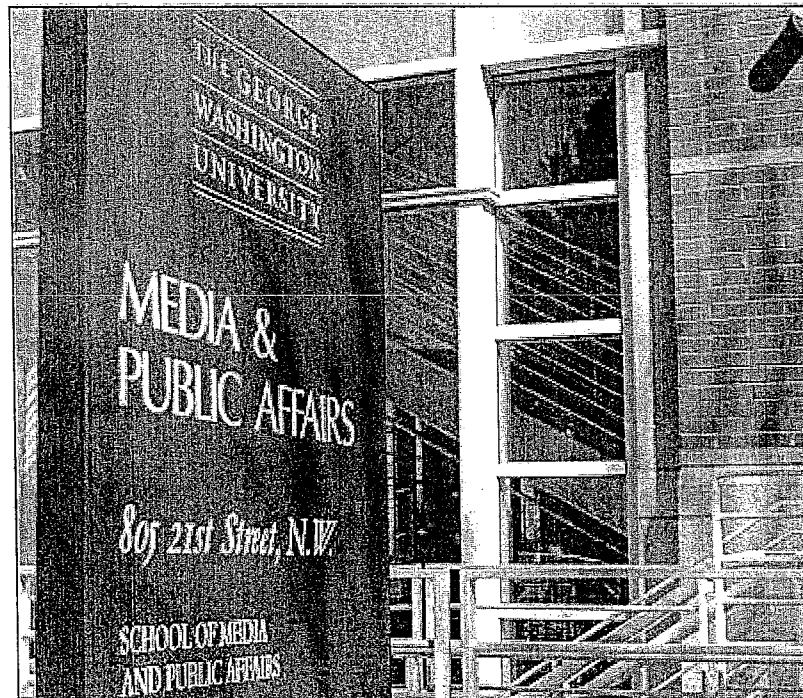
Listen Live Shows News Weather Traffic Sports Commentary Ravens Game Day
Local Audio/Video CrimeMap National/World Politics Biz Health SciTech Entertainment

Scott Wykoff's Blog

[Home](#) > Scott Wykoff's Blog

MONDAY, MARCH 23, 2009

Welcome Back



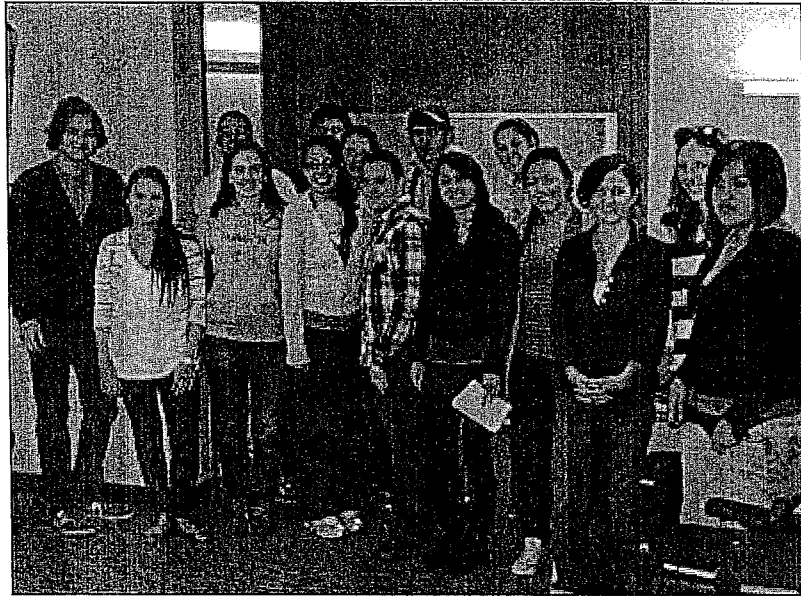
Imagine being a college journalism student and being welcomed home from spring break by me.

That's what 15 students in the George Washington University School of Media and Public Affairs experienced today.

I was the guest speaker in their broadcast writing and reporting class.

For many of the students it was their first time back in the class room after spring break.

A true reality check.



Nothing like getting a full course of WBAL's Scott Wykoff in your first class since returning to campus from spring break.

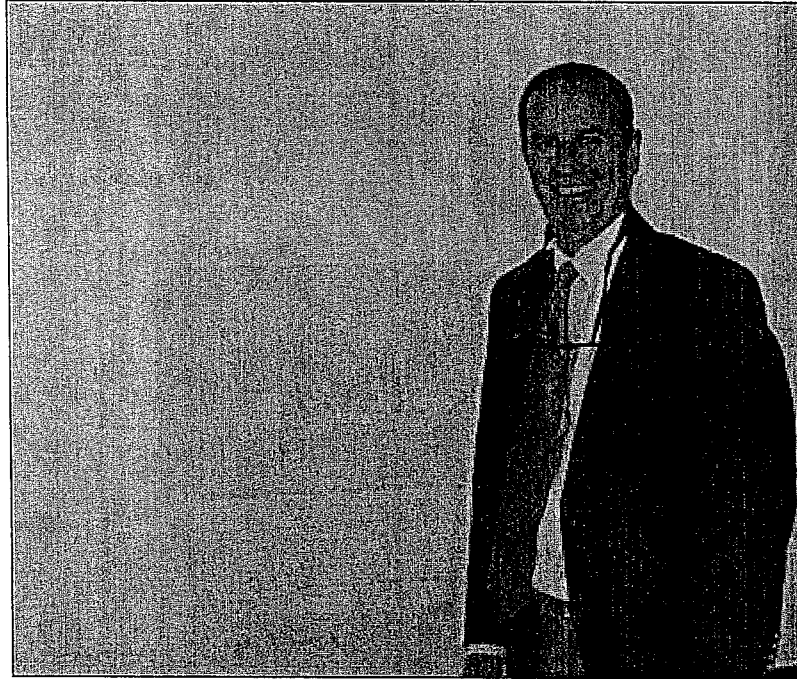
One of the students told me he had just gotten back to town from spring break in Cancun. He told me he was mugged on the streets of Cancun. He should have listened to WBAL's Anne Kramer's reports 10 days ago about the State Department's warning to college students about the potential dangers right now in parts of Mexico.

My presentation to the class focused on my job at WBAL as a multimedia journalist and content producer for WBAL Radio and wbal.com.

I'm impressed each time George Washington University's Jon Ebinger invites me to speak to his class. The students always seem to be interested in what I do and they have plenty of insightful questions.

I basically play a bunch of my stories and features and show them them stories, audio, video and photos I post to wbal.com. Today I focused on my coverage of the political conventions and the Obama bus tour. All in an effort to show them how we try to make stories "sing" both on-the-air and on-line. I also get out all the neat tools I use in the field to cover stories and produce features. Stuff like my laptop, flash recorders, cameras, flip cams, etc. It's all stuff they are using in their courses at GWU.

I also try to spice things up with a little stage show of sorts. That's when the strange looks start coming from the students. I remember one student once asking how old I was.



Unless they are very good actors, they seemed to enjoy the pieces I played during Mr. Ebinger's class. I got a few chuckles from my piece from St. Paul on folks playing their diggeridoos. They got a kick out of the piece when I was run over by a horse during a protest in St. Paul. They also liked a story I did from a laundromat in Beaver, PA. ahead of Barack Obama's visit there after the DNC.

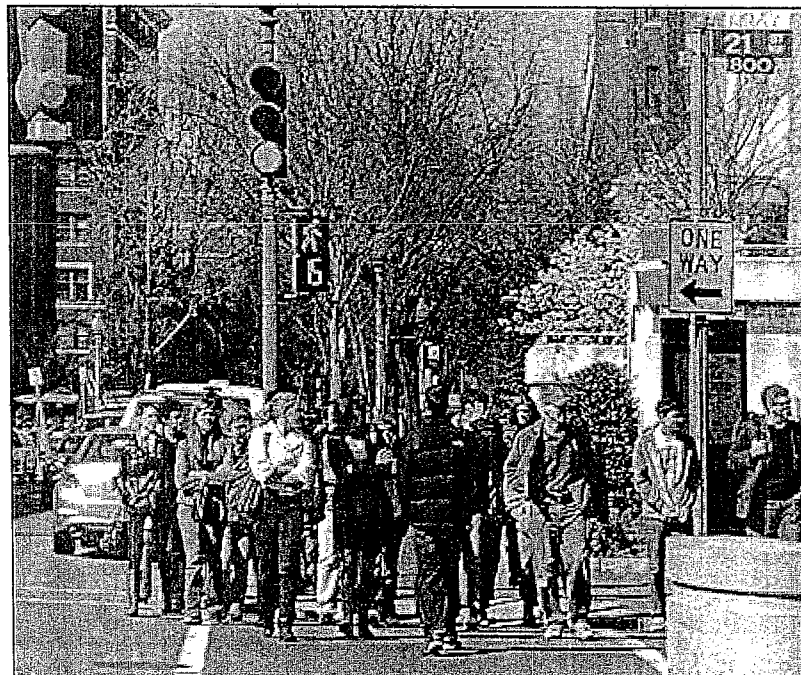
I also played them my feature about Jenna Bush moving to South Baltimore. They liked the characters in that one.

I hope they left the classroom getting a sense of the enthusiasm I have for my job and all the neat things we can do now as multimedia journalists and content producers for many platforms. I didn't notice anybody nodding off.

The School of Media and Public Affairs building at George Washington University is very impressive. Each time I go to speak to students there I try to get there early so I can look at the history of broadcasting display that is constantly updated in the lobby of the building.



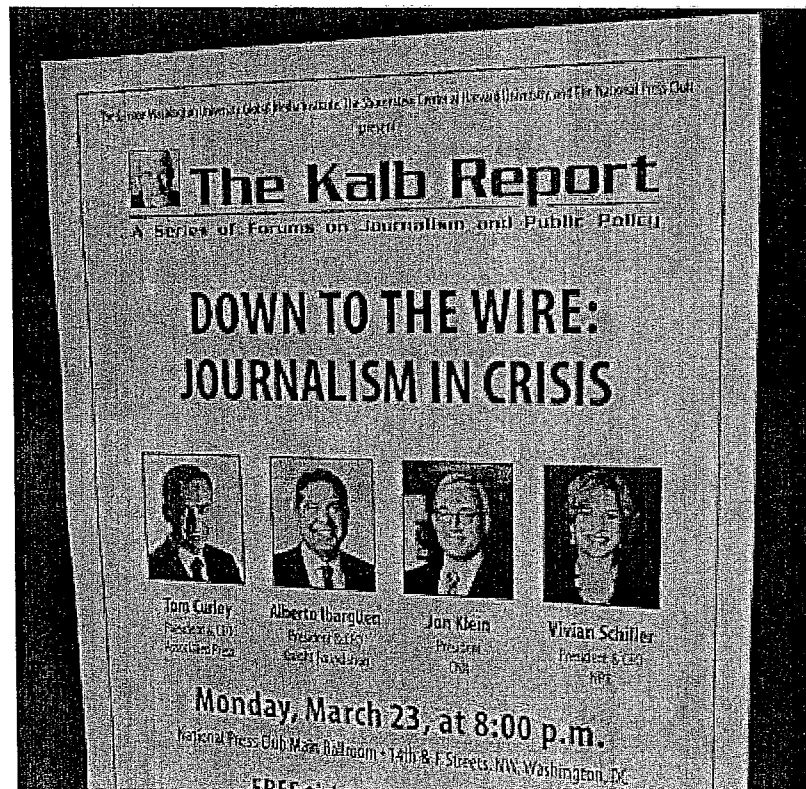
Today was the first time in a long time that I had seen one of the "old school" teletype machines. It's amazing that all the information that came across those loud newsroom wire service teletypes is now accessed through my laptop. They also had some cool radios and microphones of days gone by on display in the lobby today.



I also noticed that many prospective students and their families were on campus today. In about a half hour I counted at least 10 campus tours. The tour guides were students and they were taking high school students and their parents on walking tours of the open campus in DC.

George Washington University is one of the most expensive private colleges in the nation with a tuition of \$40,437 for

this 2008-2009 school year. But even with the struggling economy, it looked like there were plenty of students and parents considering GWU.



I thought it was ironic that just a few hours after I spoke to students in Jon Ebinger's class a campus wide forum on journalism was going to be held at George Washington University . The forum was titled "Down To The Wire: Journalism in Crisis". The presidents of the Associated Press, the Knight Foundation, CNN and NPR were scheduled to be on a panel moderated by Marvin Kalb.

Do you think if I stuck around they would have invited me to join them?

posted by Scott Wykoff @ 4:16 PM

[<< Home](#)

✓

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Speaking appearance / Towson University

Initiative Classification: 10

Nature of the Activity, Including Date(s):

Speaking appearance at Towson University, December 4, 2008, 9:30am-10:45am. Spoke to the Broadcasting class in the Media Center, Room 100, for Dr. Sandy Nichols.

Scope of Station's Participation:

Spoke about the broadcasting and journalism fields and job opportunities generally, and at WBAL Radio, WIYY-FM, and WBAL-TV. Talked about the requirements for various jobs, and the skill sets needed for applicants. Also discussed the growing evolution of the multi-media journalist. Discussed the station's internship program, and the need for intern involvement in web content, and HD radio content.

Station Personnel Involved:

Mark Miller, News Director

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
6. Participation in job banks, Internet programs, and other program designed to promote outreach generally;
7. Participation in scholarship programs;
8. Establishment of training programs
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

***** DO NOT PUT IN PUBLIC FILE *****

Miller, Mark S

From: Nichols, Sandra L. [SLNichols@towson.edu]
Sent: Thursday, December 04, 2008 11:30 AM
To: Miller, Mark S
Subject: Thanks again!

Hi Mark,

I just can't tell you enough how much I appreciate all that you give during these talks! You captivate the students' attention with fascinating "real world" stories (something I can't do) and motivate them to think about what they must do in order to pursue a successful, meaningful career.

Also, you really got me thinking about how I want to redesign this course, especially since I'm the only one teaching it now. I'm thinking the podcast might be outdated and might introduce instead slideshows with voice-overs. We've tried to keep this course audio only and leave the visuals for the next course in the broadcast sequence. Any thoughts?

So anyway, that's why I'm so grateful each time you visit my classroom. And, if there is ever any way Towson can help you out, let us know ...

Cheers,
Sandy

BTW, I'd love the URL to your blog.

Miller, Mark S

From: Nichols, Sandra L. [SLNichols@towson.edu]
Sent: Wednesday, December 03, 2008 10:24 AM
To: Miller, Mark S
Subject: RE: Confirmation of classroom visit

Hi Mark,

Sorry it took so long to figure this out, but here are the directions for using the pay station:

Push any button to start

Select Visitor ...

Enter # of days

Enter Coupon #472390

Receipt prints out at bottom of pay station Place receipt face up on your dash

As always, we're all looking forward to your visit!

Thanks, Sandy

-----Original Message-----

From: Miller, Mark S [mailto:msmiller@hearst.com]
Sent: Monday, December 01, 2008 7:15 PM
To: Nichols, Sandra L.
Subject: Re: Confirmation of classroom visit

I'm still on

What's the deal for parking this time?

Mark

----- Original Message -----

From: Nichols, Sandra L. <SLNichols@towson.edu>
To: Miller, Mark S
Sent: Mon Dec 01 17:34:32 2008
Subject: Confirmation of classroom visit

Hi Mark,

I'm just confirming your visit to my broadcast class this semester - this Thursday at 9:30-10:45 a.m.
(Media Center #100)

Let me know if you're still on ...

Sandy

This e-mail message is intended only for the personal use of the recipient(s) named above. If you are not an intended recipient, you may not review, copy or distribute this message. If you have received this communication in error, please notify the Hearst Service Center (cadmin@hearstsc.com)

immediately by email and delete the original message.

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Career Day

Activity Classification: _____

Nature of the Activity, Including Date(s):

Leadership Carroll Media Day, April 14, 2009

Scope of Station's Participation:

Panelist at annual media day, presenting information on careers in broadcasting & journalism.

Station Personnel Involved:

Wanda Draper, Director of Programming/Public Affairs

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****



#4 Career Day

**Leadership Carroll
Media Day
Tuesday, April 14, 2009**

Dress: Business Casual. Meet at Community Media Center (CMC), 1301 Washington Road, Westminster (across the parking lot from CCPS Career & Technology Education Center). Please park to the right of the Community Media Center building as you face it.

- | | |
|-------------|---|
| 7:30-7:45 | Arrive at Community Media Center and board bus |
| 7:45-8:00 | Travel to Carroll County Times |
| 8:00-8:25 | Continental breakfast |
| 8:25-8:45 | Welcome, message from our sponsor & overview – Pat Richardson ('08) |
| 8:45-9:15 | History of Media in Carroll County – Lisa Albin ('06) |
| 9:15-10:00 | Advertising & Marketing – Josh Kohn, Kohn Creative |
| 10:00-10:15 | Break |
| 10:15-11:15 | Tour of Carroll County Times |
| 11:15-11:30 | Board bus for Rafael's |
| 11:30-12:30 | Media Panel: The Leadership Role of Media in the Community
Dwight Dingle, WTTR/Sajak Broadcasting
Jim Joyner, Westminster/Eldersburg Eagles
Jim Lee, Carroll County Times
Wanda Draper, WBAL-TV |
| 12:30-1:30 | Lunch |
| 1:30-1:45 | Board bus for Community Media Center |
| 1:45-2:00 | The Community Media Center as a Community Resource – Marion Ware |
| 2:00-2:30 | Basic Media Training – Peter Vogel, Federal Emergency Management Agency |
| 2:30-4:30 | Media Exercise (a hospitality area will be available during this time in lieu of a formal afternoon break) |
| 4:30-4:45 | Wrap up and depart |

Media Day Session Planning Team Members: Lisa Albin ('06), Julie Develin ('08), Mary Anne Marsalek ('08), Lyndi McNully ('05), Pat Richardson ('08), Don Rowe ('08)

This Leadership Carroll Session Sponsored by

**Carroll County
Times**

OPTION A OUTREACH ACTIVITIES -- Form BP-02

Type of Initiative: Participation in job fair by educational institutions relating to career opportunities in broadcasting;

Initiative Classification: 10

Nature of the Activity, Including Date(s):

Phillip Merrill College of Journalism Career and Internship Fair at the University of Maryland, College Park. October 19, 2009 1pm-4:30pm, in the Grand Ballroom of the Stamp Student Union.

Scope of Station's Participation:

WBAL Radio set up a booth display for the career fair. We had a laptop and other multi-media displays there. We talked about internship and job opportunities at WBAL Radio, both on-air and on-line. We also collected resumes from those interested, and handed out internship applications. Copies of resumes are attached.

Station Personnel Involved:

WBAL Reporter / Anchor John Patti manned the display and interacted with those who came by.

*Attach all documentation concerning the nature of the activity,
the scope of the station's participation, and the station personnel involved.*

For "Initiative Classification" use numbers "1" through "13" in accordance with the following:

1. Participation is at least four job fairs;
2. Hosting at least one job fair;
3. Co-sponsoring at least one job fair;
4. Participation is at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program;
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13. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting

***** DO NOT PUT IN PUBLIC FILE *****

Miller, Mark S

From: Miller, Mark S
Sent: Friday, October 16, 2009 8:09 AM
To: Patti, John V; 'jvpatti@verizon.net'
Subject: FW: College of Journalism Career Fair directions/instructions

Here's the info on the Jobs Fair...

-----Original Message-----

From: Penny Fuchs [mailto:pfuchs@jmail.umd.edu]
Sent: Wednesday, October 14, 2009 11:29 AM
Subject: College of Journalism Career Fair directions/instructions

Dear Employers:

Thank you for registering for the Philip Merrill College of Journalism Career and Internship Fair at the University of Maryland. Our students are looking forward to meeting you.

The fair will be held from 1 p.m. to 4:30 p.m. Monday, Oct. 19 in the Grand Ballroom of Stamp Student Union, located on the main level, down the hall from the main information desk. Set-up is from 12:30 p.m. to 1 p.m., and refreshments will be provided throughout the afternoon. Each media company will be provided one table and two chairs for the recruiters. If you would like chairs for students to sit across from you, please let me know. The tables are not assigned, so come early to get best placement. Please check in with me at the entrance to the ballroom. I will have name tags and small table tags for you. Feel free to bring any signs or banners you'd like to place on your table, as well as any handouts you would like to provide to students.

If you need to unload any boxes when you arrive, you may park temporarily along Union Lane (along side the student union) and take the elevator to the first floor. There will be signs directing you to the Grand Ballroom.

Parking is reserved for employers in the Union Lane Parking Garage, which is next to the Stamp Student Union. All you have to do is tell the parking attendant what news organization you represent and you will be directed where to park. There's no ticket or validation necessary this year. Please try to arrive by 1 p.m. in order to take advantage of the open spaces. After 1 p.m., we cannot guarantee there will be a space in the Union Lane garage.

The university provides excellent directions to campus, as well as a campus map. Go to: <http://www.cvs.umd.edu/visitors/maps.html>

If you have any technical needs or have any questions, please feel free to contact me either by e-mail or by phone, pfuchs@jmail.umd.edu or 301-405-2796. I look forward to seeing you on Monday.

Penny Fuchs

--

Penny Bender Fuchs
Director, Career Placement and Professional Development Philip Merrill College of Journalism University of Maryland
1117 Journalism Bldg., Room 3116
College Park, MD 20742
Phone: 301.405-2796
Fax: 301.314.9166
e-mail: pfuchs@jmail.umd.edu

Miller, Mark S

From: Miller, Mark S
Sent: Friday, October 16, 2009 8:10 AM
To: Patti, John V; 'jvpatti@verizon.net'
Subject: FW: Registration confirmation for College of Journalism Career Day Fair

Here is your confirmation of our registration for the jobs fair

-----Original Message-----

From: Penny Fuchs [mailto:pfuchs@jmail.umd.edu]
Sent: Friday, September 18, 2009 1:56 PM
To: Miller, Mark S
Subject: Registration confirmation for College of Journalism Career Day Fair

Dear Mark,

Thank you for registering for the Philip Merrill College of Journalism Career Fair at the University of Maryland, College Park. The fair will be from 1 p.m. to 4:30 p.m. Monday, Oct. 19 in the Grand Ballroom of Stamp Student Union.

We expect a large turnout – approximately 350 students -- so we recommend you bring handouts, applications and/or business cards. The students will range from freshmen to seniors and graduate students who are nearing graduation. Many will want to know about your company, what internships and/or jobs you have available, the qualifications and how best to apply.

Set-up starts at 12:30 p.m. and refreshments will be provided throughout the afternoon. If you need to unload any boxes when you arrive, you may park temporarily along Union Lane (which runs along the side of the student union.) Follow the signs to the Grand Ballroom. Parking will be provided in the Union Lane garage.

I will e-mail you again before the event with parking details and directions to campus. If you have any questions in the meantime, please feel free to contact me either by e-mail or by phone, 301-405-2796. I look forward to seeing you.

Penny Fuchs

--

Penny Bender Fuchs
Director, Career Placement and Professional Development Philip Merrill College of Journalism University of Maryland
1117 Journalism Bldg., Room 3116
College Park, MD 20742
Phone: 301.405-2796
Fax: 301.314.9166
e-mail: pfuchs@jmail.umd.edu

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Educational Institution

Activity Classification: _____

Nature of the Activity, Including Date(s):

Guest Speaker at Media Sales Class, Towson University, March 29, 2010

Scope of Station's Participation:

Address the media sales class regarding sales careers in the broadcasting industry.

Station Personnel Involved:

Anthony Arbucias, Local Sales Manager

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

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16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

Nunez, Sue M

From: Arbucias, Anthony
Sent: Thursday, May 13, 2010 1:17 PM
To: Nunez, Sue M
Subject: Re: Internship

Monday, 3/29

Anthony Arbucias
WBAL-TV / WBAL PLUS
www.wbaltv.com
410-338-0330

Sent from my mobile device

From: Nunez, Sue M
To: Arbucias, Anthony
Sent: Thu May 13 12:11:39 2010
Subject: RE: Internship
What was the date you actually spoke at Towson?

From: Arbucias, Anthony
Sent: Thursday, May 13, 2010 12:00 PM
To: Nunez, Sue M
Subject: FW: Internship

Here you go...

Anthony Arbucias
Local Sales Manager

WBAL-TV / WBAL PLUS 11.2
WBALTV.COM
(410) 338-0330
(410) 338-6460 fax
aarbucias@hearst.com
[Why Spot Now? Click For More.](#)

From: Spencer Greenberg [mailto:sgreen11@students.towson.edu]
Sent: Tuesday, May 11, 2010 10:42 AM
To: Arbucias, Anthony
Subject: Internship

Dear Mr. Arbucias,

My name is Spencer Greenberg and we had met when you spoke in Tony Mastromateo's media sales class a couple of weeks ago. After listening to you speak I felt like WBAL TV must be a great place to work and intern at. You also mentioned that WBAL TV has internship openings during the fall. Would you be able to direct me to whom I should send my cover letter and resume too?

Sincerely,
Spencer Greenberg

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Educational Institution

Activity Classification: _____

Nature of the Activity, Including Date(s):

Guest Speaker at Goucher College, Graduate Program in Broadcasting, April 14, 2010

Scope of Station's Participation:

Address the class regarding careers in television broadcasting.

Station Personnel Involved:

Wanda Draper, Director of Programming/Public Affairs

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

Draper, Wanda Q

From: Draper, Wanda Q
Sent: Monday, March 22, 2010 11:02 AM
To: 'GrkAthena@aol.com'
Subject: RE: Goucher

Yes, I can do the 14th.

Wanda Q. Draper
Director of Programming/ Public Affairs
WBAL - TV 11
3800 Hooper Avenue
Baltimore, Maryland 21211
Tel: 410-338-6482
wdraper@hearst.com

*Goucher College
Graduate Program
in Broadcasting*



From: GrkAthena@aol.com [mailto:GrkAthena@aol.com]
Sent: Monday, March 22, 2010 11:01 AM
To: Draper, Wanda Q
Subject: Goucher

Hi~
LOVELY seeing you on Thursday!!!!

Did you say you could do my class on 4/14? I can't find my notes on it... Please confirm.
THANKS!

Gayle

MENU OPTION ACTIVITIES – Form BP-02

Type of Activity: Educational Institution

Activity Classification: _____

Nature of the Activity, Including Date(s):

Guest Speaker at Morgan State University, Electronic Media Management Class, September 16, 2009

Scope of Station's Participation:

Address the class regarding radio broadcasting industry, trends in media management, and career opportunities.

Station Personnel Involved:

Hugues Jean, General Sales Manager

Attach all documentation concerning the nature of the activity, the scope of the station's participation, and the station personnel involved.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

***** DO NOT PUT IN PUBLIC FILE *****

Hale, Yvette L

From: Nuñez, Sue M
Sent: Friday, September 18, 2009 10:43 AM
To: Hale, Yvette L
Subject: FW: In Gratitude

For the EEO Outreach files
Sue

Sue M. Nuñez
Controller
WBAL-TV, WBAL-AM, WIYY-FM
Voice: 410-338-6427
Cell: 410-627-8846
FAX: 410-235-8053
snunez@hearst.com



From: Jean, Hugues
Sent: Friday, September 18, 2009 8:40 AM
To: Kiernan, Edward C
Cc: Nuñez, Sue M
Subject: FW: In Gratitude

From: Baruti Kopano [<mailto:Baruti.Kopano@morgan.edu>]
Sent: Friday, September 18, 2009 8:25 AM
To: Jean, Hugues
Cc: 'LaFontaine.Oliver'
Subject: In Gratitude

Mr. Hugues Jean,

I thank you for your visit to the students in the Electronic Media Management course on Wednesday, September 16, 2009. Your message was timely, your presentation was cogent. I continued to be impressed by your willingness to lend your expertise to the Department of Communication Studies at Morgan State University.

Thanks again.

Baruti N. Kopano, Ph.D.
Chair
Department of Communication Studies
Morgan State University

From: Jean, Hugues [<mailto:hjean@hearst.com>]
Sent: Wednesday, September 16, 2009 12:48 PM
To: Baruti.Kopano@morgan.edu
Subject: RE: MSU Invitation

9/18/2009

I have a Dell laptop. OK with you?

From: Baruti Kopano [mailto:Baruti.Kopano@morgan.edu]
Sent: Wednesday, September 16, 2009 10:43 AM
To: Jean, Hugues
Subject: RE: MSU Invitation

OK, the syllabus is attached now. Do you have a PC or Mac laptop? Is it a PowerPoint presentation? We have desktops, projectors, and screens in each classroom, so there should be no problem.

Thanks,

Baruti

From: Jean, Hugues [mailto:hjean@hearst.com]
Sent: Wednesday, September 16, 2009 10:13 AM
To: Baruti.Kopano@morgan.edu
Subject: RE: MSU Invitation

Good morning,

I did not see the attachment.

I would like to email a presentation to you. I want to make sure I can use a laptop and a screen.

Hugues

From: Baruti Kopano [mailto:Baruti.Kopano@morgan.edu]
Sent: Wednesday, September 16, 2009 8:55 AM
To: Jean, Hugues
Subject: RE: MSU Invitation

I've attached a class syllabus in this email. The course should be between Chs.3-4 of the syllabus. Feel free also to talk about what traits, skills you look for in new hires.

I will warm the students up for you by engaging the students in discussions about the qualities they look for in a place of employment, their career aspirations, and the qualities they possess they make them well suited for the careers to which they aspire. I will also talk about some of the various theories of management. As you can see, this evening's discussion is likely to be an eclectic one.

Thanks again.

Baruti

From: Jean, Hugues [mailto:hjean@hearst.com]
Sent: Tuesday, September 15, 2009 4:06 PM
To: Baruti.Kopano@morgan.edu
Subject: RE: MSU Invitation

An outline of the class would be great. Anything about this particular class would be fine.

From: Baruti Kopano [mailto:Baruti.Kopano@morgan.edu]

9/18/2009

Sent: Monday, September 14, 2009 4:48 PM
To: Jean, Hugues
Subject: RE: MSU Invitation

6 p.m. works well. I thank you. We are in the Communications Center, Room 206. The Communications Center is the building where you previously visited. Will you need Internet access or the use of any technology for your discussion? When you arrive on the parking lot, please call me on my cell phone (443) 415-7576 so that I can let you in the parking lot.

Thanks,

Baruti N. Kopano

From: Jean, Hugues [mailto:hjean@hearst.com]
Sent: Monday, September 14, 2009 4:14 PM
To: Baruti.Kopano@morgan.edu
Subject: RE: MSU Invitation

Good afternoon,

I will be delighted to attend. I do have some prior commitments until 5:00 PM at the station. Would 6PM work for you?

Please let me know.

Best regards,

Hugues

From: Baruti Kopano [mailto:Baruti.Kopano@morgan.edu]
Sent: Monday, September 14, 2009 1:17 PM
To: Jean, Hugues
Subject: MSU Invitation

Mr. Hughes Jean,

I have been called upon to be the guest instructor for a Media Management course that our department offers. This course is a senior-level course for students majoring primarily in radio and TV broadcasting. I apologize for the short notice, but I am inviting you to serve as our special guest for the evening. If you are able to attend, you would have as much time as you need to talk to the students about what you do, what the current trends are in media management, and what preparations they should be making now to make themselves attractive as hires to media entities. The class meets this Wednesday evening (September 16, 2009) from 4:30-7:15 p.m. If you are able to attend, we can talk about the particulars.

You can email me or reach out to me on my office line (443) 885-3343 or my cellular (443) 415-7576.

I thank you in advance for considering my invitation.

Baruti N. Kopano, Ph.D.
Chair
Department of Communication Studies
Morgan State University